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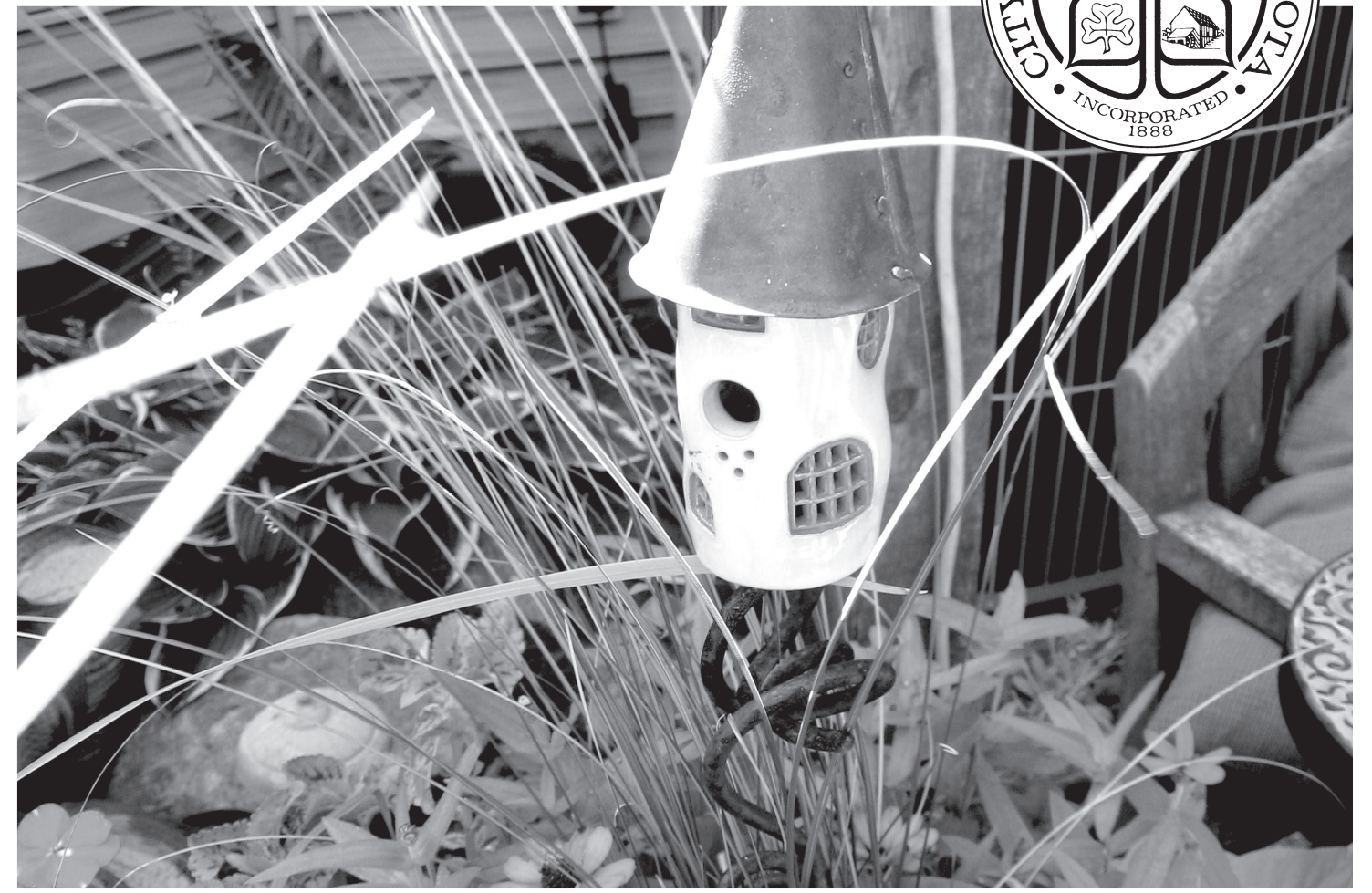
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# AboutTown

Official Magazine of the City of Edina

Great Gardens of  
the Southwest to be  
Featured in Tour

See Page 20  
For Details



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AboutTown

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About Town is published quarterly by the City of Edina. The purpose of the magazine is to keep Edina residents informed of news, activities and programs that are important to them. We include articles of interest about our citizens and community history as well.

About Town is printed on recycled paper to conform to City conservation guidelines.

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Cover photo and Garden Tour photos on Pages 20-24 by Dianne Plunkett Latham

Filing Period For Mayor, Council Members Begins Aug. 26

The filing period for municipal office begins Aug. 26 and closes 5 p.m. Sept. 9. The last day to withdraw from candidacy is Sept. 11.

On Nov. 4 during the General Election, Edina voters will choose a Mayor and two Council Members. Mayor Jim Hovland is up for reelection, as are Council Members Linda Masica and Ann Swenson.

Absentee voting for the General Election will begin Oct. 3.

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The Primary Election for state and federal offices will be held Sept. 9. Absentee voting for the Primary Election begins Aug. 8.

For more information on the elections or filing for municipal office, contact City Clerk Debra Mangen, 952-826-0408.

July 2008						
About Town Calendar						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Noon, Dakota Wild Animals “Reptiles & Mammals,” Centennial Lakes Park.  7 p.m., City Council & HRA, Edina City Hall.	2 7 p.m., Amy and Adams, Centennial Lakes Park.	3 Noon, Mary Hall Show for Pipsqueaks, Centennial Lakes Park.  5:30 p.m., Zoning Board of Appeals, Edina City Hall.	4 Independence Day. City Hall Closed.  10 a.m., July 4 Parade, Edina City Hall to 50th Street and Halifax Avenue.  6:30-10:30 p.m., Open House, Edina Art Center.	5
6 7 p.m., Hopkins Westwind Concert Band, Centennial Lakes Park.	7 Second session of Park & Recreation Department’s tennis lessons begins, Edina Community Center.  7 p.m., Calhoun Isles Community Band, Centennial Lakes Park.	8 7 p.m., Park Board, Edina City Hall.  7 p.m., Heritage Preservation Board, Edina City Hall.	9 7 p.m., Bloomington Medalist Band, Centennial Lakes Park.	10 Noon, Kristi’s Kids Songs, Centennial Lakes Park.	11	12
13 7 p.m., First John Philip Sousa Memorial Band, Centennial Lakes Park.	14 7 p.m., Eden Prairie Community Band, Centennial Lakes Park.	15 Noon, David Walbridge & The Big Fun Show, Centennial Lakes Park.  7 p.m., City Council & HRA, Edina City Hall.	16 Noon, Brooklyn Community Band, Centennial Lakes Park.  7 p.m., Energy & Environment Commission, Edina City Hall.	17 5:30 p.m., Zoning Board of Appeals, Edina City Hall.  6 p.m., Transportation Commission, Edina City Hall.	18	19
20 7 p.m., St. Louis Park Community Band, Centennial Lakes Park.  7 p.m., First John Philip Sousa Memorial Band, Excelsior Commons Park, Excelsior.	21 7 p.m., North Star Barbershop Chorus, Centennial Lakes Park.	22 Noon, Will Hale & The Tadpole Parade, Centennial Lakes Park.  7 p.m., Human Rights & Relations Commission, Edina City Hall.	23 7 p.m., Northern Latitude Mandolin Quartet, Centennial Lakes Park.	24 Noon, Music that Tickles with Shawn Sweeney, Centennial Lakes Park.  4 p.m., Art Center Board, Edina Art Center.	25	26
27 7 p.m., Honeywell Concert Band, Centennial Lakes Park.  7 p.m., First John Philip Sousa Memorial Band, Raspberry Island, St. Paul.	28 9 a.m., Small Wonders Camp begins, Rosland Park.  9:30 p.m., Student Exhibition closes at the Edina Art Center.	29 8 a.m., Safety Camp, South Metro Public Safety Training Facility.  Noon, Woodland Puppets, Centennial Lakes Park.	30 7 p.m., Planning Commission, Edina City Hall.  7 p.m., Vaudeville & Folk Show with Jack Norton, Centennial Lakes Park.	31 Noon, Wonderful World of Woody, Centennial Lakes Park.		

August 2008						
About Town Calendar						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3 7 p.m., Minneapolis Police Band, Centennial Lakes Park.  7 p.m., First John Philip Sousa Memorial Band, Como Park, St. Paul.	4 9 a.m., Tennis Camp begins, Edina Community Center.  7 p.m., Minnesota Mandolin Orchestra, Centennial Lakes Park.	5 Noon, Mary Hall’s Show for Pipsqueaks, Centennial Lakes Park.  7 p.m., City Council & HRA, Edina City Hall.	6 7 p.m., University of Minnesota Alumni Band, Centennial Lakes Park.	7 Noon, Rusty’s Rocking Jamboree, Centennial Lakes Park.  5:30 p.m., Zoning Board of Appeals, Edina City Hall.	8 In person absentee voting for September Primary opens at Edina City Hall.	9
10 7 p.m., Lighthouse Night, Centennial Lakes Park.  8:30 p.m., First John Philip Sousa Memorial Band Torchlight Concert, Centennial Lakes Park.	11 7 p.m., Minnesota Freedom Band, Centennial Lakes Park.	12 7 p.m., Park Board, Edina City Hall.  7 p.m., Heritage Preservation Board, Edina City Hall.	13 7 p.m., Moonlight Serenaders, Centennial Lakes Park.	14 Noon, Bob the Beachcomber, Centennial Lakes Park.	15	16
17 7 p.m., The Medicine Show Music Company, Centennial Lakes Park.	18 7 p.m., The Divine Diva Dames, Centennial Lakes Park.	19 Noon, Brodini Comedy Magic Show, Centennial Lakes Park.  7 p.m., City Council & HRA, Edina City Hall.	20 7 p.m., Die Bavarian Musik Meisters, Centennial Lakes Park.  7 p.m., Energy & Environment Commission, Edina City Hall.	21 5:30 p.m., Zoning Board of Appeals, Edina City Hall.  6 p.m., Transportation Commission, Edina City Hall.	22	23
24 7 p.m., Inver Hills Community Band, Centennial Lakes Park.	25 7 p.m., Zuhrah Shrine Band, Centennial Lakes Park.	26 8 a.m., Filing opens for Mayor & City Council, Edina City Hall.  Noon, Will Hale & The Tadpole Parade, Centennial Lakes Park.	27 7 p.m., Planning Commission, Edina City Hall.  7 p.m., Musical Moments with Mary Hall, Centennial Lakes Park.	28 Noon, Wiggle, Jiggle & Jam, Centennial Lakes Park.  4 p.m., Art Center Board, Edina Art Center.	29	30
31 7 p.m., Calhoun Brass, Centennial Lakes Park.						



About Town Calendar		September 2008					
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
	1 <b>Labor Day.</b> City Hall closed.	2 7 p.m., Music that Tickers with Shawn Sweeney, Edinborough Park.  7 p.m., City Council & HRA, Edina City Hall.	3	4 5 p.m., Juried Show opening, Edina Art Center.  5:30 p.m., Zoning Board of Appeals, Edina City Hall.	5	6	
7	8 Fall classes begin at the Edina Art Center.  7 p.m., Heritage Preservation Board, Edina City Hall.	9 <b>Primary Election Day.</b>  5 p.m., Filing closes for Mayor and City Council, Edina City Hall.	10 7 p.m., Park Board, Edina City Hall.	11 Noon, Bob the Beachcomber, Edinborough Park.	12	13 10 a.m.-6 p.m., Fall into the Arts Festival, Centennial Lakes Park.	
14  10 a.m.-5 p.m., Fall into the Arts Festival, Centennial Lakes Park.  7 p.m., Minneapolis Police Band, Edinborough Park.	15	16 6:30 p.m., Community Health Committee, Edina City Hall.  7 p.m., City Council & HRA, Edina City Hall.	17 7 p.m., Energy & Environment Commission, Edina City Hall.	18 5:30 p.m., Zoning Board of Appeals, Edina City Hall.  6 p.m., Transportation Commission, Edina City Hall.	19	20 7 p.m., First John Philip Sousa Memorial Band, Historic Sheldon Theater, Red Wing.	
21	22	23 7 p.m., Human Rights & Relations Commission, Edina City Hall.  7 p.m., CC Septet, Edinborough Park.	24	25 Noon, Kristi's Kids Songs, Edinborough Park.  4 p.m., Art Center Board, Edina Art Center.	26	27 10 a.m., Arthritis Walk, Rosland Park.	
28 7 p.m., First John Philip Sousa Memorial Band, Edinborough Park.	29	30 7 p.m., Harmonic Relief, Edinborough Park.					

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## Summer Calendar Highlights

### Other Dates To Remember

**July 3** 8:30 p.m., Movie in the Park sponsored by M&I Bank, “Bee Movie,” Centennial Lakes Park.

**July 8** Noon, Steve Mark’s Puppets, Centennial Lakes Park.

**July 8** 7 p.m., Jim Shannon Vintage Piano, Centennial Lakes Park.

**July 15** 7 p.m., Sidewalk Café, Centennial Lakes Park.

**July 16** Noon-8 p.m., Edina Garden Council Tour.

**July 17** Noon, Ms. Catherine & Friends, Centennial Lakes Park.

**July 22** 7 p.m., Jim Shannon Vintage Piano, Centennial Lakes Park.

**July 29** 7 p.m., Jim Berner, Centennial Lakes Park.

**Aug. 5** 7 p.m., Jim Shannon Vintage Piano, Centennial Lakes Park.

**Aug. 7** Registration begins for fall classes, Edina Art Center.

**Aug. 7** 5 p.m., Ming Chao exhibit opening, Edina Art Center.

**Aug. 7** 8:30 p.m., Movie in the Park sponsored by M&I Bank, “Wallace & Gromit in the Curse of the Were-Rabbit,” Centennial Lakes Park.

**Aug. 12** Noon, Music That Tickers with Shawn Sweeney, Centennial Lakes Park.

**Aug. 12** 7 p.m., Sidewalk Café Duo, Centennial Lakes Park.

**Aug. 19** 7 p.m., Jim Shannon Vintage Piano, Centennial Lakes Park.

**Aug. 20** 11:15 a.m., Edina Park & Rec Day at Minnesota Twins, bus leaves from Garden Park.

**Aug. 21** Noon, Alpha Bits Band, Centennial Lakes Park.

**Aug. 26** 7 p.m., Sidewalk Café Duo, Centennial Lakes Park.

**Aug. 26** 7 p.m., Human Rights & Relations Commission, Edina City Hall.

### Lighthouse Night

**What:** Started in 1996 by members of the Edina Model Yacht Club to showcase the unusual lighting on many of their boats, Lighthouse Night has become a much anticipated annual event highlighted by a torchlight concert of the First John Philip Sousa Memorial Band. Casual model boating, entertainment and activities will begin at 7 p.m. At dusk, the boats from the Model Yacht Club will light up the lake and the band concert will begin.

**When:** Sunday, Aug. 10

**Where:** Centennial Lakes Park, 7499 France Ave. S.

**Info:** 952-832-6789

### Fall into the Arts Festival

**What:** As summer draws to a close, people will start thinking about fall and winter – holiday gift-giving, back-to-school shopping, fall and winter entertaining and indoor décor, rustic accessories and glittering jewelry. More than 125 talented artists from around the Midwest will display and sell their work at the sixth-annual Fall into the Arts Festival at Centennial Lakes Park. The arts festival will also feature favorite fall foods and entertainment, children’s activities and artist demonstrations. A portion of the proceeds will benefit the Edina Crime Prevention Fund.

**When:** 10 a.m. to 6 p.m. Saturday, Sept. 13 and 10 a.m. to 5 p.m. Sunday, Sept. 14

**Where:** Centennial Lakes Park, 7499 France Ave. S.

**Info:** FallintotheArtsFestival.com or at EdinaFallArts@aol.com

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## A Word From The Mayor

Along with Fire Chief Marty Scheerer, I will cut the ceremonial red ribbon on a new fire station later this month.

Construction of the new Fire Station No. 1 began in May 2007 after the 1970s station on the site was razed. The old building at 6250 Tracy Ave., built mainly as a facility for men, did not house a locker room for any current or future female firefighter/paramedics. The former station also had insufficient storage space for medical records and the administrative office area was a jumble of five people, countless building plans and file cabinets filled to the brims with permit applications – all stuffed into a room originally meant to house only two people. The area where the firefighter/paramedics bunked overnight morphed into a conference room during the day, and, although the current services offered to residents through the Fire Department include premier Emergency Medical Services (EMS), the old building had no clean-room or space for drug supply storage.

The new building, designed by Hay Dobbs Architects, will amply house firefighter/paramedics and administrative offices in two levels. The apparatus floor was expanded from four to six doors. Energy-saving skylights, white roof and in-floor heating were incorporated into the design.

Edina’s Vision 20/20, the City’s strategic plan echoed in the 2008 Comprehensive Plan Update, recognizes that our community is distinguished by a livable

environment, effective and valued City services, a sound public infrastructure, a balance of land uses and innovation.

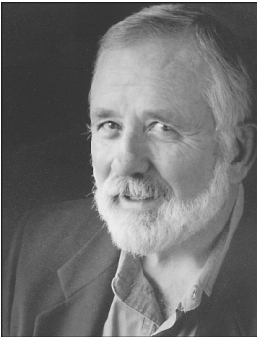
Construction of the new fire station meets all of those goals, particularly the delivery of effective and valued City services and maintaining a sound public infrastructure. City services, including fire protection and EMS, play an important role in the quality of life in Edina. The state-of-the-art building will also help the City attract and retain qualified Fire Department staff. Edina streets, utilities, parks and public buildings are the essential components of the foundation of our community. A sound public infrastructure encourages the development of a stable private infrastructure.

If you are not able to attend the ribbon-cutting ceremony in July, please plan to attend the Fire Department’s annual Open House, to be held 12:30 to 4:30 p.m. Oct. 12, and check out our City’s beautiful and marvelously functional new facility!

James B. Hovland  
Mayor

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# Pearson Orthodontics Started In Edina More Than 49 Years Ago



By Joe Sullivan  
Contributing Writer

On a recent visit to my ophthalmologist at France and Parklawn avenues, I noticed the name of Pearson Orthodontics on the sign in front of the building. Making a few inquiries, I learned that the clinic of Dr. Bradley Pearson had been located on the second floor of the building

since 2003 and that the clinic had actually been started in Edina by Brad’s father, Dr. Lloyd Pearson, way back in 1959—some 49 years ago.

In a phone interview with Lloyd Pearson at his winter home in Florida, I learned that he was born at Fairview Riverside Hospital, Minneapolis, in 1933. He grew up in Minneapolis and graduated from South High School in 1950. At South, he was particularly interested in biology and physics. When he wasn’t in class or doing homework, he played on the high school golf team.

After graduating from South High School, Lloyd enrolled at the Minneapolis campus of the University of Minnesota in the fall of 1950 with an eye toward a career in pharmacy.

He eventually found his pre-pharmacy studies “somewhat boring.” So, when he became a sophomore, he switched to a course of study that would prepare him for dental school. He felt the new classes would offer the challenges he was looking for along with the prospect of having closer contacts with people.

Although he was not immediately attracted to orthodontics, Lloyd decided to specialize in oral surgery when he was awarded a Nash Coffee Co. scholarship. Along the way, he did several months of work with dental implants at the University of Illinois in Champaign. During his stay in Champaign, he was also exposed to methods of predicting the jaw growth of children—an experience that eventually would lead him toward orthodontics.

“Orthodontics was a rapidly-growing specialty,” Lloyd remembered. “It offered lots of opportunities for innovation. It also looked like it could be a field where my life’s work might be more challenging and more like having fun than working.” So, he again decided to change direction and signed up for orthodontics. As they say, the rest is history.



Dr. Lloyd Pearson and his wife, June, in 1997, after Lloyd received the American Board of Orthodontics’ annual Ketcham Award for his contributions to the art and science of orthodontics.

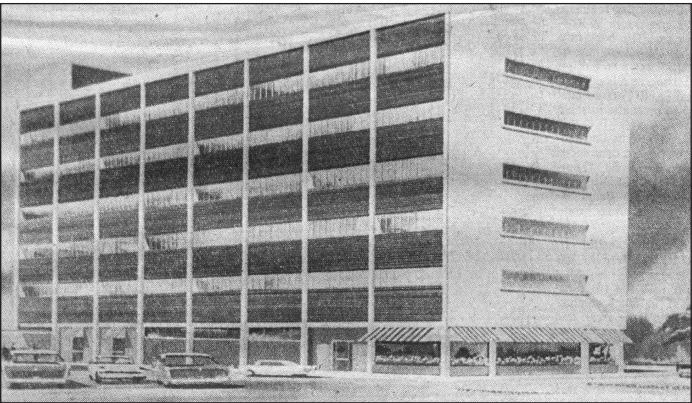
After receiving his bachelor’s degree in pre-dentistry in 1954, Lloyd went on to earn a master’s degree from the U of M School of Dentistry and also his Doctor of Dental Science degree with a specialization in orthodontics in 1959.

Dr. Lloyd Pearson, D.D.S., M.S., began his career as an orthodontist that same year as a solo practitioner. He and his wife, June, had met earlier at the U of M Dental School, where she was studying to be a dental assistant. They were married in 1957 and decided to buy a home in the Parkwood Knolls/Camelback area of northwest Edina.

## Lloyd Pearson Opens His First Orthodontics Clinic In Edina

Lloyd opened his first clinic in the Southdale Medical Building, located just a couple of miles from his Edina home. The Southdale Medical Building had recently been built at West 66th Street and France Avenue by Dayton Development Co. His office was in the original wing of the building, which would be followed by new Pearson Orthodontics clinic locations in each of the two wings that would later be added to the Southdale Medical Center. The building stood directly across 66th Street from the north end of Dayton’s new Southdale Center.

Lloyd recalled some of the factors that entered into his decision to locate in one of the early first-ring suburbs of Minneapolis. “Edina was already a pretty attractive place to live and we had looked at a number of nice neighborhoods that were close to the clinic. Southdale shopping center itself was bound to be a big attraction for people from Minneapolis, Bloomington and Richfield, the latter two which were also fast-growing suburbs at



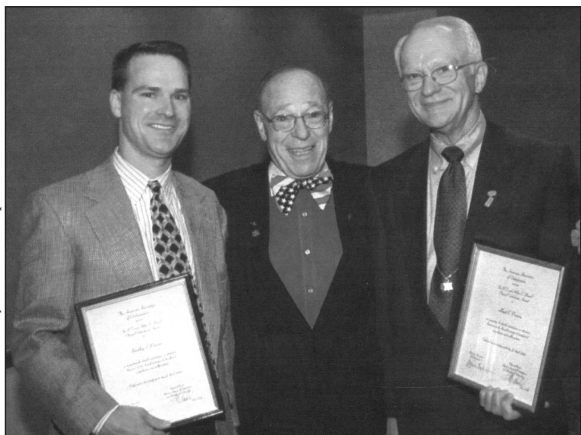
In 1959, Lloyd Pearson’s first clinic was one of the early tenants of the new Southdale Medical Center at West 66th Street and France Avenue South. The Southdale Medical Center building opened with 50 medical/dental office suites. Pearson later moved his clinic twice to new locations in the two wings that were added.

the time. I realized I would be able to walk to work if I wanted to—and I actually did it a few times. June would drive me in to the office in the morning and I’d walk or run home after work.”

Lloyd said that he and June had determined, early on, that they wanted their children—daughters Cynthia and Leslie and son Bradley—to feel free to choose their careers. “Brad was interested in what was going on in my practice even as a young boy,” Lloyd reminisced. “When he was only about 8, he’d come in and wax our floors on weekends. By the time he was 10, he was sterilizing our instruments.”

(continued on next page)





In 2000, Brad and Lloyd Pearson jointly received the *American Journal of Orthodontics'* Dewel award for the year's best clinical article, which they wrote together. Pictured in the middle congratulating the father-son team is Dr. Tom Graber, editor of the magazine.

Brad attended Edina schools from kindergarten to 12th grade. At Edina High School, his favorite subjects were science and math. He also loved playing on Edina's traveling hockey teams.

Lloyd thinks the strongest influence on Brad's decision to study dentistry, and later, go into orthodontics, may have come about when Brad was attending Gustavus Adolphus College in St. Peter, Minn. It was there that he met Dr. Mellor Holland, an oral surgeon and professor at the U of M's School of Dentistry, who kept in touch with Gustavus students who were interested in dentistry. "I'd say Dr. Holland definitely got Brad pointed toward dentistry in a serious way," Lloyd said.

While he was a junior at Gustavus, Brad took on a part-time internship at the U of M's School of Dentistry. Apparently, that clinched it. After receiving his bachelor's degree from Gustavus in 1988, he enrolled as a pre-dentistry student at the U of M.

### Son Brad Opts For Orthodontics

Brad received his master's degree from the U of M's School of Dentistry in 1992. He selected the University of Iowa, in Iowa City, to further pursue his graduate school studies in orthodontics, receiving his D.D.S. in 1995. Immediately afterward, he joined his father's practice at the Southdale Medical Building.



In 2003, Pearson Orthodontics moved to its current location on the upper floor of this building at 7450 France Ave. S. in Edina.

When his father decided to retire in 2001 at the age of 68, Brad felt the time for a change of venue had come. He began planning to relocate the clinic about a mile to the south to its current location at 7450 France Ave. S. "We

needed some additional space and it also provided an opportunity to update some of our equipment," said Brad.

### Improved Treatment And Equipment

Important improvements were taking place that would revolutionize dentistry in general and orthodontics in particular. Advances in digital photography and X-rays were replacing film-based images completely. "Digital X-rays brought us higher quality images," Brad said. "And digital photography's speed and flexibility have made a world of difference in our profession. Computers have also influenced nearly every aspect of dentistry—not only in our administrative procedures, but also in the practice of orthodontics as well."



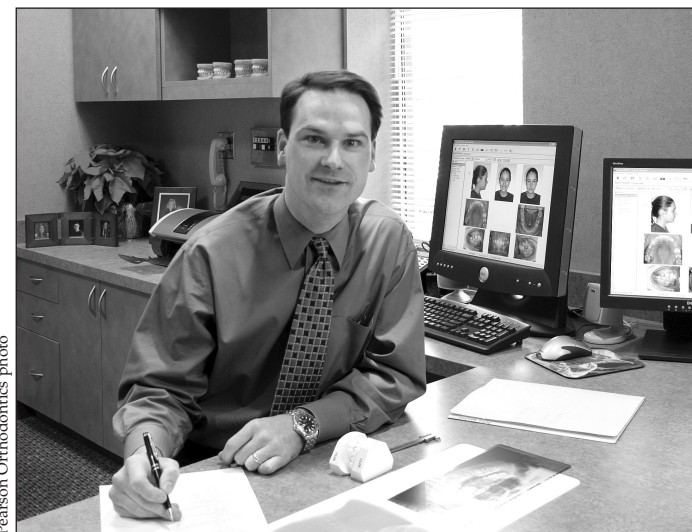
A panoramic view of the Pearson Orthodontics' four patient operator bays. Each bay features the latest, state-of-the-art dental equipment.

Brad also points to the use of plaster models and a process called indirect bonding that has enabled more accurate placement of the brackets used to realign teeth. "The use of pre-manufactured brackets has improved

the effectiveness of the handmade brackets orthodontists formerly used. Indirect bonding has also dramatically reduced the time required to treat patients," he pointed out. "Because of these new techniques, we are now able to make earlier and more accurate predictions of jaw growth, which allows us to get treatment started sooner. This is especially useful in cases where we used to have to wait for young patients' jaws to finish growing before we could begin."

According to Brad, today's orthodontists are also much more successful in saving their patients' original teeth, instead of having to extract healthy teeth to make room for the teeth that need to realigned.

(continued on next page)



Dr. Bradley Pearson, D.D.S., M.A., poses at his desk.



The 13 current employees of Pearson Orthodontics are pictured here with their number of years of service shown in parentheses after their names: (front row, from left) Tracey Taylor (3), Mary Shackle (32), Suzy St. Clair (28), Tara Ostwald (2), Jenny Engel (25), and Mary Jean Forsmark (15). (Back row, from left) Karin Lavold (13), Rhonda Remer (8), guest Margaret Pearson, Dr. Brad Pearson (13), Heather Olsen (4), Ann Schook (9), Marie Kell (29) and Kathy Moon (20).

### Recruiting And Retention

Pearson Orthodontics currently has 13 employees, several of whom have worked at the clinic for more than two decades. The clinic's longest-term employee is office manager Mary Shackle, who started working with Lloyd Pearson in 1976—more than 32 years ago.

## Awards and Honors

### 1983-1991

Dr. Lloyd Pearson serves as a Director of the American Board of Orthodontics.

### 1990-91

Dr. Lloyd Pearson elected President of the American Board of Orthodontics Board of Directors.

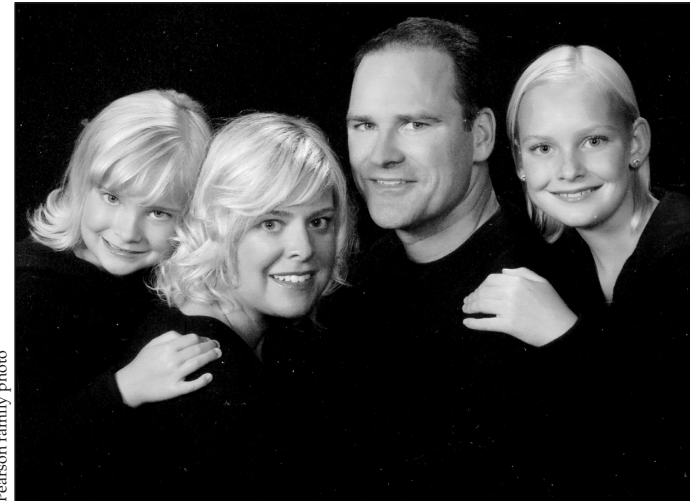
### 1997

Dr. Lloyd Pearson receives the annual Ketcham Award for his contributions to the art and science of orthodontics.

### 2000

Drs. Lloyd and Bradley Pearson are joint recipients of the Dewel Award for the year's best clinical article in the American Journal of Orthodontics.

Brad and his father agree that the most important factor in recruiting and keeping good employees is to screen applicants carefully in order to find people who not only have the required job skills, but who also genuinely enjoy working with patients. The entire organization is dedicated to creating a "family atmosphere" among the



In 1993, Brad married Margaret Westergreen. Both had graduated from Edina High School in the class of 1984. They now live in Edina, near the intersection of Highways 100 and 62, just a few blocks from the house where Margaret grew up. Their two daughters attend Our Lady of Grace Catholic School in Edina.

employees and including their patients as members of the family. The team approach is evident in the practice's official philosophy and in their everyday approaches to patients and clinic visitors alike.

Both Lloyd (1963) and Brad (1997) Pearson are long-time, active members of the Edina chapter of Rotary International. In 1970-71, Lloyd served as president of the Edina chapter. They are both very proud of their chapter's sponsorship of Edina's Crime Prevention Fund, which was inaugurated during Lloyd's presidency.

Background material and photographs for this article came from the photo collections of Pearson Orthodontics, the Pearson family, Geoff Haraway; American Journal of Orthodontics and Minneapolis Tribune; personal interviews with Lloyd Pearson, Brad Pearson and Mary Shackle of Pearson Orthodontics.



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Board Certified Specialist in Orthodontics  
[www.pearsonorthodontics.com](http://www.pearsonorthodontics.com)



# Elizabeth Franklin: Melding Family, Life And Art

By George Hadjiyanis  
Contributing Writer

How does a mother of triplets with a nursing background focus on building her artistic passion and talent? With love, humor, patience and a lot of support from her family.

Edina resident Elizabeth Franklin is in the process of completing the School of Realism program at the Edina Art Center. Although she is a talented artist, her road down the artistic path began only recently.

Franklin initially went into nursing, obtaining a degree from the College of St. Catherine's. Although she was always drawn to art, she knew she could do it later in life.

**Family Expansion and a New Direction**  
In 1992, Franklin married John Schumacher. She then started down the artistic path by taking Community Education classes at the Bloomington Art Center, including night classes to draw shadows and patterns in the early 1990s.

In November 1997, Elizabeth and John were blessed three times over with their fraternal triplets, boy Charles and girls Celeste and Marcella. "My interest in art had to take a back seat to raising our triplets," said Franklin. "To build on my artistic interests, I took lots of pictures and got better at photography in the process."

In 1999, Franklin and her family moved to Edina. She slowly got back into art as the kids got older and eventually took a realism class from Michael Frey at the Edina Art Center where she found her artistic calling.



Elizabeth Franklin will soon begin her fourth and final year in the Edina Art Center's School of Realism.

"I fell in love with drawing how light follows forms," she said. "It was the first time I was able to draw the way I wanted to."

Franklin started drawing pictures of her kids, initially from a photo as they would not sit still long enough. "The first piece I drew that I really liked was of my son, Charles, where I captured a moment in charcoal with a look he has often," said Franklin. "You gravitate toward drawing things that remind you of people you love."

**A New Challenge**  
In 2003, new challenges were in store. Franklin found out she had cancer. It was a difficult situation requiring lots of support from her family and a positive perspective.

Her sister-in-law, Anne Schumacher, had been diagnosed with cancer three years earlier and was a tremendous support to her. "Although it was horrid, we still found a way to laugh together during the process," she said.

Franklin recovered from her battle with cancer, however, Anne Schumacher did not and passed away in 2005. To express her feelings toward her sister-in-law, Franklin turned to art and drew a picture of her as she was on her wedding day—a beautiful, vibrant person with a mischievous sense of humor.

"When you go through something serious like that, you ask yourself what is important," reflected Franklin. "That experience is how I decided to go to the School of Realism."

**Edina Art Center School Of Realism**  
The Edina Art Center formed the School of Realism in 2004 and Elizabeth started in 2005. It is a four-year program that Franklin will complete in Spring 2009. This three-quarter time, four-year studio program is designed for students who wish to learn traditional techniques of painting and drawing. Admission is by application, portfolio review and personal interview and is currently limited to eight students.

Franklin attends classes on Monday, Wednesday and Thursday. Other days include drawing still life and then from models in a studio Franklin shares with three other students in the Edina Senior Center.

"Everyone at the Edina Art Center has been so friendly and helpful," said Franklin. "They have very high quality instructors that really want you to succeed."

As Franklin enters the last year of the School of Realism program, she reflects on her experience. "My goal is to communicate and express myself and my love for my family through my art," she said. "I want a visual remembrance that they are important to me."

Her perspective lays a wonderful foundation for Franklin, her family and her passion for art. "Do what you love—it is never too late," concluded Franklin. "You can always come back to it and it will be there for you."

The Edina Art Center is located at 4701 W. 64th St. For more information on the Art Center or the School of Realism, call 612-915-6600 or visit [www.EdinaArtCenter.com](http://www.EdinaArtCenter.com).

# Building Inspections Department Offers Online Permits For Residential Projects

To better serve its customers, the Edina Building Inspections Department in June launched “ePermits” for some residential building projects.

The permits allow residents and contractors to apply for, obtain and pay for certain types of building permits from the City’s website, [www.CityofEdina.com/Building](http://www.CityofEdina.com/Building). ePermits are only available for residential permits that do not require a plan review or site plan approval. ePermits include residing or reroofing, furnace replacement, air conditioning (new or replacement), water softener, fireplace, gas piping, lawn sprinkler, garage heater, water heater and ventilation.

Following the lead of other area cities, including Lakeville, Minnetonka, New Hope, St. Louis Park and Shakopee, Chief Building Official Steve Kirchman has been working with Local Government Information Systems (LOGIS) for more than a year to develop Edina’s ePermit process. Since the LOGIS system was launched in 2003, more than 29,000 permits have been successfully acquired without significant problems.

“This follows the City’s goal of a ‘virtual’ City Hall to provide round-the-clock service,” said Kirchman, who pointed out that the City has been offering online registration and other forms of e-commerce for more than five years. “Residents and contractors have encouraged us to develop an ePermit process and we are pleased to have delivered it to them.”



Stock Image from  
Colours Library

Payment for ePermits is made with a credit card. At this time, only VISA and Mastercard are accepted. Customers print out the permits from the site or print from an e-mail received at the time of the sale. Residents and contractors are also able to view the status of a permit from the site.

Residents and contractors can also obtain these permits and others for projects that require site plan approval or plan review by visiting the Building Inspections Department at City Hall, 4801 W. 50th St., 8 a.m. to 4:30 p.m. Monday through Friday. Building project information sheets, permit requirements and permit applications for download are also available on the City’s website.

For more information, contact the building inspections department, 952-826-0372, or visit [www.CityofEdina.com/Building](http://www.CityofEdina.com/Building).



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You & Us





# VEAP To Collect Supplies For Back-To-School Program

Volunteers Enlisted to Assist People (VEAP) needs your help to make sure all of our neighborhood children have the opportunity to start the school year with the basic supplies necessary for a good education.

VEAP's Back-to-School Program provides children in need with a bag of basic age-appropriate supplies to help them start the school year off right. VEAP also tries to provide each child with a backpack, a calculator and a \$15 gift card to help purchase additional school items that the program is unable to make available.

In 2007, VEAP served more than 1,900 children in need of school supplies. Statistics from other VEAP programs indicate that the number will rise again in 2008. Currently, there is a need for backpacks, calculators and gift cards to local retailers such as Herberger's, Kohl's, Old Navy, Southdale Center, Target and Wal-Mart. Financial donations to VEAP are also welcome to assist in the purchase of items needed for distribution.

**VEAP also seeks the following items for the bags of supplies:**

- Backpacks
- Scientific calculators
- Colored pencils in boxes of 12 and 24
- 12-inch rulers
- Full-size erasers
- Metal Fiskars scissors with sharp point
- Two-pocket folders in solid colors
- Water-based and non-permanent markers
- Highlighters

Pencil boxes or zippered pencil pouches  
Watercolor paints

All donations must be new to ensure that each student's supplies are similar in quality. No used items will be accepted.

Donations can be sent anytime to the VEAP office, 9728 Irving Ave. S., Bloomington, MN 55431. Please indicate that your donation is for the Back-to-School Program.

Collection sites will be set up in the community in early August at places including Edina City Hall, 4801 W. 50th St., and Edina Fire Station No. 1, 6250 Tracy Ave. Visit the VEAP website at [www.veapvolunteers.org](http://www.veapvolunteers.org) to locate additional drop-off sites. Donated items will be distributed to registered school-aged children Aug. 25-28; items must be received for sorting and distribution by Aug. 19.

Registration for this program begins in late July and only those registered to participate will receive school supplies. To register, call the VEAP office at 952-888-9616 between 9 a.m. and 4 p.m. Monday through Friday, and 9 a.m. to 7 p.m. on Thursdays.

VEAP provides a range of basic services that fulfill an immediate need in people's lives and position them for long-term success. VEAP has long recognized that there are people in Bloomington, Richfield, Edina and South Minneapolis who are low-income and in need of some help to prevent them from a financial crisis.

Based on the idea of neighbors helping neighbors, VEAP provides this critical assistance to our neighbors in need.

For more information, contact VEAP at 952-888-9616 between 9 a.m. and 4 p.m. Monday through Friday, and 9 a.m. to 7 p.m. on Thursdays, or visit [www.veapvolunteers.org](http://www.veapvolunteers.org).



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## Strengthening Our Community

# The Edina Community Foundation: Beautifying Edina



By Dick Crockett  
Executive Director

With contributions from generous donors, we have invested over \$325,000 in *Beautifying Edina* during the last five years. (This is one of our four focus areas, along with Bringing People Together, Enhancing Our Safety and Helping Our Neighbors.)

Our accomplishments in this area reflect the vital support of charitable donors and other organizations that collaborate with the Foundation to Strengthen Our Community.

### City Parks

**Fox Meadow Park** adjacent to Blake Road was developed by the City in 2003 after a group of neighbors contributed \$58,500 to the Foundation.

### Grandview Square Park

was landscaped and completed by the City in 2005 with \$50,000 in Foundation funding made possible by gifts from the developers of the adjoining office building and condominiums (Opus Northwest and Ron Clark



Construction), together with gifts from office tenants and condominium owners.

**Braemar Golf Course's** status as an Audubon Cooperative Sanctuary was recognized by an attractive kiosk funded by a Toro Corporation grant.

**Arneson Acres Park** was enhanced in 2006 with a new fountain funded by a gift of more than \$51,000 by the Edina Garden Council.



### Neighborhood Beautification

The Edina Highlands Neighborhood Association has worked closely with the Foundation to obtain contributions for landscaping improvements in its common boulevard area. We also serve as a charitable giving partner for the 50th & France Business & Professional Association, and have used contributions from several major corporations to fund the annual holiday lighting in that neighborhood. Finally, we have supported the work of the Conservation League of Edina and the Friends of the Edina Nature Center in several tree-planting projects in our community, and we have cooperated with the Edina Garden Council in buckthorn removal near the Edina Art Center.

### Music

Another form of beauty we have helped bring to Edina is provided by musical groups funded by Foundation grants. Recipients include:

- The **Edina Chorale**, whose concerts explore the role of the arts in our lives.
- The **Edina Singing Seniors**, who perform their art of singing in area nursing homes.
- The **First John Philip Sousa Memorial Band**, whose members celebrate music of the early 20th century and perform at the annual Lighthouse Night at Centennial Lakes Park (on Aug. 10 this year).
- The **LeagueAires**, who bring the joy of music to the elderly, mentally or physically challenged children and adults.
- The **Summer Sundays Concert Series** in Centennial Lakes Park.

### Public Art

One-third of our contributions to beautify Edina has involved the purchase of art for public places, in collaboration with the Edina Public Art Committee. These acquisitions, including the current sculpture exhibition at Grandview Square Park and the Pine Cone sculpture planned for Centennial Lakes Park this summer, will be described in the next issue of *About Town*.

The Edina Community Foundation's Board of Directors, staff and donors can be proud of these many *Beautifying Edina* contributions to our community and the enhanced



quality of life that they bring to those who live or work here. Please contact us if you'd like to support this effort with a charitable contribution or an idea for beautifying our community.

Questions about the Foundation or any of its programs may be addressed to Crockett at 952-833-9573 or [edinacommunityfoundation@ci.edina.mn.us](mailto:edinacommunityfoundation@ci.edina.mn.us). Additional information and links to other articles about the Foundation may be found at its website, [www.edinacommunityfoundation.org](http://www.edinacommunityfoundation.org).



# Great Gardens Of Southwest Edina To Be Featured In Tour

Six beautiful gardens in southwest Edina will be featured Wednesday, July 16, during the Edina Garden Council’s biennial garden tour.

Maurice Anderson, Trudy and Christopher Bonvino, Laurel Ferris, Steven Rousey and Diane MacMillan, Larry and Judy Cipolla, and Dan and Dianne Latham will invite the public onto their distinct properties during the tour, which will be held noon to 8 p.m.

**Maurice M. Anderson**

Anderson’s garden is proof that a yard need not be large to have a gorgeous garden. The garden was expanded in 1990 on this .21-acre lot. His many perennials are



What appears to be a miniature Victorian cottage on Maurice Anderson’s lot is actually a custom designed gardening shed.

combined with colorful annuals in containers in this neatly manicured garden. Anderson’s favorite flower is the rose, his most favored of which is the floriferous red shrub rose “Winnipeg Parks.” His passion for roses is evident from the many roses in the front yard. Step through the gate on the left side of the home and enter this enchanted back yard. The focal point is a lovely four-tiered fountain centered in a brick walkway and surround. What appears to be a fanciful, beautifully painted miniature Victorian cottage is actually a custom designed shed for his gardening tools. Many urns spill over with annuals such as fibrous begonias or oxalis. The garage’s antique stained glass window adds to the ambiance of the garden. A decorative wooden fence makes this a very private back yard.

**Trudy and Christopher Bonvino**

The Bonvinos moved into the original home in 1997. That spring, Trudy began removing buckthorn and developing her woodland wonderland. Most of her plant material came from divisions she brought from their previous home in Eden Prairie, or received from friends and relatives. For her, this is one of the most fun and meaningful aspects of gardening. The original home was completely removed and rebuilt between January and October 2007. During that time, the gardens were relandscaped by Creative Landscapes, with the addition of a pond, stream and dry streambed. The heavily wooded corner lot now reflects the warmth and comfort of a lodge, or a north woods home. Trails wander through Asiatic lilies, hostas, astilbe, rhododendrons and across a dry streambed via



Trudy and Christopher Bonvinos’ heavily wooded corner lot reflects the warmth and comfort of a north woods home.

a bridge. Trudy weeds and mulches once in the spring, then enjoys the garden the rest of the season.

**Laurel Ferris**

A colorful circular perennial garden begun in the spring of 1992 welcomes visitors to the front of this home sited on a steep, heavily wooded .88-acre lot in Edina’s Prospect Hills. It features over 100 varieties of plants as well as lovely stonework throughout. The homeowners are environmentally conscious and no chemicals are used on the lawn—a tradeoff of creeping Charlie and springtime naturalized bulbs in exchange for

hand-pulling the dandelions. Clover has been planted in parts of the lawn to keep rabbits from grazing in the garden. Deer are kept at bay by Deervik, a petroleum-based goo. Buckthorn has been removed and the woodland is being restored with many native plants to attract wildlife.

The yard offers a mix of planting environments, from full-sun to shade. In addition to the labor-intensive perennial bed, a daylily and spring bulb border sweeps around the right side of the yard. Seasonally colorful ground sumac defines the driveway property line on the opposite side. Several unusual French lilacs grow on the hillside above a bank of peonies. A raised box



Laurel Ferris’ garden features a circular perennial garden.

(continued on next page)





Steven Rousey and Diane MacMillan's yard is a neighborhood retreat and features many beautiful containers.

fenced vegetable garden on the right side of the property has over two dozen small blossom clematis. This small vegetable garden lies hidden on the chipped path leading through the woods encircling the home. A shaded wildflower garden presides at the head of the path. On the left side of the home is a hosta collection with the unusual specimens planted in a patio garden bed, others naturalized along the perimeter where the lawn meets the woodland. Off the deck on the right side of the home is an all-white garden featuring dogwood, hydrangea, shrub roses, magnolia and white blooming hosta. The back deck with its Plexiglas railing offers a panoramic view of the oak and birch woods stretching 40 feet below and behind the home.

**Steven Rousey and Diane MacMillan**

The corner lot was purchased in 1991, and gardens designed by the homeowner began shortly thereafter. These gardens offer much color through the effective use of annuals, perennials and containers. Creative metal sculptures and painted birdhouses amuse visitors. A pondless waterfall and fountain add soothing sounds. A pergola adorns the front door. Much family time is spent in the screen house and near the fire pit nestled amid the gardens. This working family's garden is not so much for show, but for a place to gather friends and family. It was designed to hold up to numerous neighborhood kids, two dogs, soccer balls, soccer nets, basketball and more. MacMillan thinks it's important for people to know that they can garden even with young children, pets and lots of neighbors. The gardens continue in the fenced back yard.

**Larry and Judy Cipolla**

Experience one of the finer private Japanese Zen gardens in the metro area. The gardens on Cipollas' .6-acre lot were begun in 1992. Larry, a Hennepin County Master Gardener, tends the Japanese Zen garden, the ponds and the fish, as well as the vegetable garden, while Judy tends the perennial garden. About 80 percent of the work was done by the homeowners themselves. Both are members of the Minnesota Water Garden Society and Larry is a member of the Hosta Society.

You cannot see the entire set of gardens from any one point, as discovery and revelation are characteristics of Japanese gardens. The teahouse, which houses their gardening tools, is nestled in a fern glade with over 100 varieties of hosta.



The garden of Larry and Judy Cipolla features eight water features.

The Cipollas' garden has eight water features—six in the backyard (three of which contain about 60 fish), a raised container on the deck and one in the front yard. Each water feature has its own sound and mood. The largest pond, which is in the back yard, is in a figure eight, representing good luck in many areas of China. This concrete pond contains about 1,500 gallons of water.

**Dan and Dianne Latham**

Expect the unexpected in the Lathams' mini botanical garden with over 350 varieties of annuals, perennials, vegetables, shrubs and trees. Their neighbors call it "Latham Park." The park-like setting features a gazebo and a lotus reflecting pool. Dianne's passion for plant-collecting has created a diverse landscape from tropicals to Minnesota's native plants. It is a wonderful union of shared interests as Dan's vegetables and herbs become Dianne's companion plants. Dianne's bed of Asiatic and trumpet lilies lends its beauty and fragrance to Dan's gazebo. Dan's Honeycrisp espalier apple trees become the backdrop for Dianne's mixed perennial border.

A black-and-white garden surrounds the reflecting pool and features cannas, impatiens, zinnias, calla lilies and Peruvian daffodils. The 10-foot diameter, 1,000-gallon, reinforced concrete reflecting pool is home to about 25 colorful shubunkin goldfish, Lotus and waterlilies. An organic black dye helps suppress algae and enhance reflection. Dan and Dianne are both members of the Minnesota Water Garden Society.

(continued on next page)





A gazebo is the center of a garden featuring more than 50 varieties of Lilium on the Dan and Dianne Latham property.

The 12-foot diameter gazebo is surrounded with many of Dianne's over 50 varieties of Lilium. Also featured in the gazebo garden are roses, iris and Dan's herb and vegetable garden. Dan is a member of the Herb Society.

Some of Dianne's more unusual collections include native orchids and tropical aroids. The aroids range from the native jack-in-the-pulpit to Voodoo lilies and the giant taros dotted about the garden perimeter as vertical accents. The shadier areas are graced by over 30 varieties of native woodland wildflowers and ferns, plus over 50 varieties of hostas. Other collections include day lilies, dahlias and peonies.

Tickets to the six private gardens on the tour are available in advance by calling 952-914-9124 or 612-866-1116 or purchased the day of the event at Arneson Acres Park. Addresses of the gardens on the tour are disclosed on the tickets. Tickets purchased the day of the event cost \$15; tickets purchased in advance cost \$12 each. Proceeds support the Edina Garden Council's work in Edina parks. A plant sale will be held at 7013 Comanche Court during the tour.

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# It's Not Only Neighborly ... It's The Law

## Garage Sales

Garage or yard sales are a great way to clean out your house, meet your neighbors and make some extra money. If you plan to have a sale at your home this year, please be aware of the following rules.

- You may conduct only one sale per year at your home, lasting no more than 72 consecutive hours.
- Items offered for sale must be owned by the owner of the premises or by friends of the owner.
- Items offered for sale must not have been bought for resale or received on consignment for the purpose of resale.
- Signs may be erected on the premises where the sale is taking place. No off-site signs are allowed.
- No signs may be posted on the road right-of-way (the City-owned property 15 feet in from residential curbs) or on telephone poles.

For more information, contact Associate Planner Joyce Repya, 952-826-0462.

## Signs

Signs can negatively impact the aesthetics in an area and, in some cases, pose a safety hazard. As a result, most portable signs are prohibited in the City of Edina.

Contractors are allowed to erect a portable sign on property where work is being done. However, the sign must be removed when work is complete. So, a construction company could put a sign in the yard of a home where an addition is being built, but the sign must

be taken down when the project is finished. A lawn care company could erect a sign in a yard being mowed, but it must be taken down before the contractor leaves for the day.

Real estate signs are not considered “portable” under the Edina City Code. Those signs are addressed by another local ordinance.

Campaign signs are the only signs allowed in the public right-of-way. Subject to City Code, signs can be erected no sooner than Aug 1 on a state general election and must be removed 10 days after the election. Before such signs can be put up, permission from the abutting property owner must be secured.

For more information, contact Associate Planner Joyce Repya, 952-826-0462.

## Tall Grass and Weeds

Think you don't have enough time for yard work? You might want to reconsider. The City has standards for grass and weed management.

Did you know that weeds and grasses should not be taller than eight inches? This includes boulevards, alleys, landscaped areas and developed and undeveloped land. Grass and weeds in drainage ponds, wetlands and similar waterways are exempt.

For more information, contact the City's Weed Inspector, 952-826-0353.


# City Of Edina To Flush Hydrants In September

To purge rust and stagnant water from the water distribution system and identify hydrants in need of maintenance, the Utilities Division of the City of Edina's Public Works Department will flush hydrants for two weeks in September. Random hydrants are also flushed throughout the year as weather and water demand allows.

Hydrant-flushing will take place 8 a.m. to 6 p.m. Monday through Friday. In an attempt to minimize the impact on residents, hydrants will be flushed on the east side of Minnesota Highway 100 the week of Sept. 8 and on the west side of the highway the week of Sept. 15.

Due to the hydrant flushing, it is inevitable that some residents will receive rust-colored water that could stain laundry, but is safe to drink. You should check for signs of discoloration prior to washing clothes. If the water is discolored when you turn on your tap, simply run the water until it is clear. Because the water system is a “single-pressure zone,” it is possible that red water problems will occur in any area of the City while flushing is occurring.

For more information regarding hydrant flushing, call the Utilities Division at 952-826-0375 or 952-826-0312.



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**Coverage for backups of sewers and basement drains is available, but not always included in a basic homeowner's insurance policy.**

In addition, insurance companies that do offer the protection have varying amounts of coverage.

**Check your homeowner's insurance policy to see if you have coverage for backups.**

If you do not have coverage, consider adding to your policy because in most cases the City's insurance will not cover your damages in the event of an incident.



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# City Says Thank You To Volunteers At Annual Reception

One of the City of Edina’s top awards for community service was recently presented to Laura Nisi, who championed an effort to gain neighborhood and local government support for developing Fox Meadow Park. The park, which opened in fall 2003, is located on the corner of Blake Road and Fox Meadow Lane.

Mayor Jim Hovland presented Nisi with the Mayor’s Individual Service Commendation at Edina’s Volunteer Recognition Reception in late April at Edinborough Park. The award is given to an individual for his or her outstanding and exceptional volunteer service to the community at large. Nisi was instrumental in designing a park that took into consideration the needs of all the neighboring homes. When funding became a problem, she solicited donations from neighbors, resulting in a contribution of \$60,000. She also helped organize the first block party at the park in the spring of 2007.

“This grass-roots effort was a complete success due to Laura’s interpersonal skills, persistence and commitment to the project,” said Hovland. “She can be commended for bringing neighbors together, overcoming financial obstacles and putting in countless hours in order to bring her vision to life.”

Hovland presented five other prestigious awards at the reception.

**Edina Morningside Rotary Club — Mayor’s Service Club Commendation**  
*Awarded to a club or organization that has made outstanding contributions to the community through its regular activities or through special projects.*

Rotary’s motto is “Service Above Self,” and the Club Edina Morningside Rotary has been serving the local, national and international community since being founded in 1989. A “sister club” of the Rotary Club of Edina, the 65 members of Edina Morningside Rotary have instituted a variety of projects for the Edina community, primarily within three areas of service—community, vocational and club service. Projects include highway cleanup; food, clothing and bicycle drives; and mentoring at local schools. The club has given financial support to local initiatives such as Junior Police programs, business ethics luncheons, Edina High School scholarships, the Edina Community Foundation, the Edina Education Fund, Edina ABC and the Southdale YMCA.

**Ray O’Connell — Mayor’s Outstanding Senior Commendation**  
*Awarded to a senior citizen for outstanding volunteer service within the community.*

Ray O’Connell is a 42-year Edina resident who has devoted much of his time, energy and talents to benefit the community. In the 1970s, Ray was the first chairman of Edina Community Education’s Steering Committee and the first president of the Edina Chamber of Commerce’s

Steering Committee. Over the years, he has served on the City’s Bicentennial Commission, Human Rights & Relations Commission, Traffic Safety Committee, Park Board and is one of the charter members of the newly formed Energy & Environment Commission.



Mayor Jim Hovland (far right) presented six Mayor’s Commendations at the City’s Volunteer Recognition Reception April 22, at Edinborough Park.

**Matt Meyer and Charlie Weigel — Mayor’s Connecting With Kids Commendation**  
*Awarded to an individual or organization making a positive impact in the lives of Edina youth.*

Matt Meyer and Charlie Weigel, members of the Edina Morningside Rotary Club, developed the concept of a mentoring program to help grade school students. As mentors, Rotarians come to the Parklawn Apartments each Tuesday evening in pairs to help children who attend Cornelia Elementary School. From the program, students are getting help with their homework on a weekly basis and work has been started to generate greater parental involvement, potentially leading to a more holistic family approach to the mentoring process.

**Birgen Hartman and Emma Weisberg — Mayor’s Youth Commendation**  
*Awarded to a young person who has demonstrated a commitment to improving the quality of life in the community.*

Birgen Hartman and Emma Weisberg, juniors at Edina High School, learned about the tragedies occurring in Darfur, Sudan, and were determined to teach others about it, raise money for assistance there and to take action to prevent and stop genocide. They organized a screening of the Darfur documentary “The Devil Came on Horseback,” contacted the local media to publicize the event and were interviewed on KSTP-TV. More than 300 people saw the film and heard a discussion by state and local officials. As a result, the attendees learned how to advocate with their representatives in Washington for legislation to stop mass atrocities. To raise money for programs to protect women and girls in Darfur from gender-based violence, they sold T-shirts at the high school and organized donation opportunities at the film event—successfully raising funds that went to the Genocide Intervention Network’s programs in Darfur.

(continued on next page)



**Heather Worthington — Mayor’s Community Involvement Commendation**  
*Awarded to a City employee for outstanding volunteer service to the community, above and beyond his or her position with the City.*

Civic engagement by young people is Assistant City Manager Heather Worthington’s passion. She is a volunteer with the Cornelia Elementary Homework Help program, a two-year volunteer with the Junior Achievement program in Edina, a regular volunteer in Kristy Ardinger’s second-grade class at Concord Elementary and Joanne Blatchley’s fourth-grade class at Valley View Middle School. She is also championing the “Kid’s Voting” initiative in Edina. Worthington’s volunteer activities are rounded out as a member of the Edina Morningside Rotary Club, past president of Roseville Rotary, a board member of the Minnesota City/County Management Association and an active volunteer at St. Clement’s Episcopal Church.

Many service organizations also recognized their own exemplary volunteers at the reception. Awards were presented to: Rick and Eddi Fesler, Edina Art Center; Jeff Holds, Edina Chamber of Commerce; Betty Hemstad, Edina Community Foundation; Art Downey, Edina Community Health Partners; Ian Nelson, Edina Energy & Environment Commission; Bill Bryan, former Edina Recycling Commission; Ann Dickey, Edina Family Center; Norma Jean Barr and Mimi Stewart, Edina Federated Women’s Club; Karen Platt, Edina Garden Council; Julie VanHove, Sue Jordan and Rebecca Harkman,

Edina Girl Scouts; Jan Zahorsky, Edina Girls Athletic Association; Chuck Starksen and Herb Telshaw, Edina Golden K Kiwanis Club; Dan Kelley, Edina Historical Society; Birgen Hartman and Emma Weisberg, Edina Human Rights & Relations Commission; Jim Wilkinson, Edina Lions; Jim Warner, Matt Meyer and Charlie Weigel, Edina Morningside Rotary Club; Joni Bennet and Judy Plant, Edina Morningside Woman’s Club; Linda Kieffer, Edina Public Art Committee; Ruth Anderson, Kathy Iverson, Susie Miller, Dawn Beitel, Ava Rudnicki and Gen Wood, Edina Resource Center; Char Colwell, Joyce Crosby, Mel Davis, Ede Donovan, Judith Gempler and Dorothy Krueger, Edina Senior Center; Gen Schentzel, Edina Woman’s Club; Bill and Dee Hall, Southdale YMCA; and Paul Elofson, Southdale Y’s Men’s Club.

Also presented at the event was the third-annual Tom Oye Human Rights Award. Debby McNeil received the award for her work as her congregation’s lead organizer of the educational and advocacy work on the crisis in Darfur.

**For more information on the Volunteer Recognition Reception, contact Human Services Coordinator Susan Heiberg, 952-826-0403.**



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# Getting To Know The Edina Fire Department: Fire Prevention Bureau

By Marty Doll

*Editor’s note: The Edina Fire Department consists of three firefighter/paramedic shifts, a paid-on-call group, an investigative/inspection team and a highly qualified fire administration. About Town is featuring the men and women who make up the Edina Fire Department through a series of articles and photos. Shifts A, B, C and Paid-On-Call were featured in previous issues.*

Think of the Edina Fire Prevention Bureau as the coach of “Team Edina.”

On any level in organized sports, it’s the coach who meticulously charts out the X’s and O’s to prepare a team to face its adversary. It’s the coach who reviews film, replays scenarios and searches for answers in the wake of defeat. It’s the coach who tries to pass on his or her acquired knowledge and wisdom of the game to the players.

For the Fire Prevention Bureau, the adversary they continually find themselves matched-up against is fire—trained to burn down your home, business or favorite eatery in an instant. The players on “Team Edina” are the residents, students, business owners and employees who call Edina home at one point or another throughout the day. The only real difference that separates the men and women of the Fire Prevention Bureau from a real coach is that they strive to win without ever playing the game.

“Our main goal is to keep the fire trucks parked,” said Edina Fire Marshal Tom Jenson. “It’s our job to enforce the fire code in Edina and educate the public and business owners on the importance of fire prevention



Members of the Edina Fire Prevention Bureau are (from left to right): Andy Medzis, Jeff Garfin, Tom Jenson, Shaun White and Karen Bretson.

necessities like sprinklers, fire extinguishers, alarms and escape routes.”

Just as most of a coach’s time is spent preparing players, the members of the Fire Prevention Bureau, made up of Jenson, two inspectors, an educator and fire prevention clerk, spend much of their time preparing the City’s residential and commercial properties for the possibility of fire. Their hope is that preparation will help breed prevention.

Jenson spends most of his days meeting with architects to review plans for new construction and remodels in the City. Working closely with Edina’s Building Inspections Department, he makes sure that all construction adheres to the State fire code. As a former business owner himself, Jenson feels he brings a different perspective to the position of Fire Marshal.

“I used to own a soccer store with my brother, so I can look at things from the business side of the issue as well,” said Jenson. “I can feel their pain related to the costs of coming up to code, but I believe I know how to explain to them as business owners why adhering to it is so important.”

Inspector and active firefighter Jeff Garfin spends much of his time combing through Edina’s existing structures. For three years, he focused on bringing all apartment buildings and condominiums in the City up to code. He has since moved on to the City’s restaurants and daycare centers. A former shift worker and 16-year veteran of the Department, he says it was the regular schedule that drew him to his current role as inspector.

“I do miss the camaraderie of working on a 24-hour shift,” said Garfin, “but since I’ve joined the Fire Prevention



Edina Fire Marshal Tom Jenson inspects wiring in a public building.

Bureau, my wife and I have adopted two children and I’m glad I get to be home with them at night.”

Although the camaraderie of shift work may be missing for the eight-to-fivers in the Fire Prevention Bureau, they have been successful in forming other friendships.

“I’ve been told we sometimes sound like an old married couple,” joked Garfin, referring to fellow inspector Andy Medzis.

Medzis, a licensed paramedic/firefighter and 25-year veteran of the Fire Department, is tasked with inspecting new construction and remodels to be sure that the fire code requirements put in place by Jenson are installed properly.

“I have a construction background, which helps me to be able to see how things should be constructed in order to meet code,” said Medzis. “In my position, I’m able to build relationships with people outside of the Fire Department like contractors and members of the Building Inspections Department.”

The fourth member of the Fire Prevention Bureau is Fire Prevention Clerk Karen Bretson. For the last eight years, she has juggled a variety of clerical duties, including answering phones, filing all of the paperwork and reports that result from any fire calls or investigations, pulling permits and files at the request of her colleagues and compiling and rerouting fire data to be used in future research and studies.

“I really like the variety and pace of my job,” said Bretson. “It’s different every day.”

(continued on next page)





The Edina Fire Prevention Bureau needs a variety of equipment on hand when investigating a fire.

The data that Bretson compiles is sent to the State fire offices and is used to help pinpoint fire problem areas in the City, determine the leading cause of fires (in Edina it's unattended cooking) or even help discover a problem in a defective product.

Bretson also belongs to a network of Fire Administrative Assistants from different cities around the metro area.

"Since I'm able to see how other metro cities do things, I'm able to give our guys a better idea of what techniques or ideas work, and what will not," said Bretson.

Another duty that falls under the jurisdiction of the Fire Prevention Bureau is investigating fires. Just like a coach investigates a team's losses, the Fire Prevention Bureau is tasked with trying to determine how specific fires start and why they were not prevented.

"We investigate every fire in Edina, large or small," said Jenson. "At the very least, it's our job to determine the origin and the cause. Many times it's a simple process, but sometimes it's not."

Jenson, Garfin and Medzis are all active firefighters as well as licensed fire investigators, meaning that they will all oftentimes respond to a fire when they are on duty. It's also not unusual for them to jump on a truck to assist a short-handed shift. Once a blaze is extinguished, the three crossover from firefighters to investigators.

Through interviews with witnesses and a visual examination of the scene, the trio is usually able to determine the cause and origin of a fire. However, if a fire looks suspicious, or if resources are unavailable to make a concrete determination, their role once again shifts from investigators to security guards, making sure that the scene is not disturbed until experts arrive.

"We treat every fire as a crime scene until we can prove otherwise," said Jenson. "Sometimes we need to notify the police and other times we need to protect the scene until insurance investigators are able to arrive."

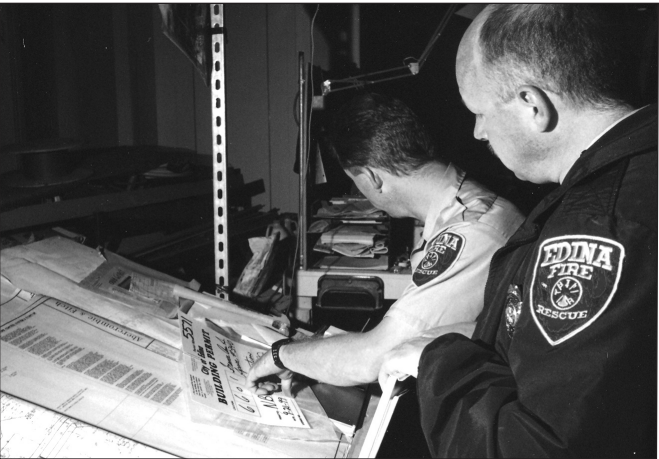
Another aspect of fire investigations, one that Jenson and his colleagues hate to see, is fire-related injuries or death.

"When we respond to a fire where an injury or death is involved, it really hits me in the heart," said Jenson. "Burn injuries, fatal fires, property damage—most of the time, these things are preventable. I take it personally; I don't want a burn fatality in our community."

In order to prevent these types of situations, the Fire Prevention Bureau, and the Fire Department as a whole, takes their responsibility of public education very seriously. Just as a coach relays knowledge of the sport to his or her players, the Prevention Bureau aims to relay knowledge of fire safety to everyone in Edina.

"The first step in enforcing the fire code is education," said Jenson. "I think public education is the most important thing we do, whether it's educating business owners on code changes and safety issues, or speaking in front of a class of elementary school children, it all starts with education."

The importance of education is even more evident with the recent hiring of the Fire Prevention Bureau's fifth



Tom Jenson and Andy Medzis review building plans to be sure that all new construction is up to Fire Code.

full-time staff member, Shaun White, a licensed paramedic/firefighter, whose primary responsibility is public education.

"I think it's important to introduce kids to the Fire Department early on," said White. "The more we can instill in them about fire safety and prevention, the better."

Although new to the Edina Fire Department, White is no stranger to the field. Working for Hennepin County and the City of Eden Prairie for the last eight years, he has learned how effective education programs can be.

"The kids get excited to see the trucks, and the parents are so grateful and appreciative of our efforts," said White. "As firefighters, we usually only see people during bad situations, but these education programs give us the opportunity for a very positive interaction with the public."

In addition to his role in education, White also fills other gaps in the Department, such as creating "pre-plan" sketches of existing buildings, which help firefighters know the layout of any building they respond to.

So, just like a coach who steps on the field with only his or her team's best interest at heart, the members of Edina's Fire Prevention Bureau come to work every day with the attitude to serve the City and make sure that "Team Edina" has the tools it needs to stay safe from its fiery rival.

To learn more about the Edina Fire Department, visit [www.CityofEdina.com/Fire](http://www.CityofEdina.com/Fire).

# Phone Call Improves The Quality Of Life For Senior

“Hello. This is Public Health. Can I help you?”

“Hi. I’m calling because I saw this old man crawling backwards up his door steps when I was delivering papers yesterday. I went to his door to find out if he was OK, but no one answered. It’s been bothering me that he might need help, so I’m trying to find someone who can check it out.”

**Anyone can call Public Health if they are concerned about an elderly person.**

This is but one example of a senior who could be getting help to improve the quality of his or her life. Like the paper carrier, anyone in Edina can call Public Health to help a senior. Edina has an agreement with the City of Bloomington to provide public health nursing services. Referrals for the service are anonymous and the service is free.

**A Public Health Nurse will check on the individual’s safety and identify needed resources.**

After Jackie, the public health nurse, made multiple visits to the man’s home, he finally answered the doorbell and

let her in. He was very hard of hearing and previously unaware of her visits to his door.

Jackie learned the man’s wife died three years ago and he expected to pass away soon after. With no children, he was befriended by his neighbor who kept an eye on him and helped him get around.

Jackie did a functional assessment of the man and took his blood pressure. The man said he stopped going to the doctor when his doctor passed away, so he hasn’t been taking any of the medications he needs.

**Public Health can make a one-time visit or follow-up monthly.**

As a result of the paper carrier’s phone call, Public Health was notified about an elderly man needing assistance. This allowed Jackie to gain the man’s trust and she was invited to make monthly visits. The neighbor was relieved the man has the additional support of a health care professional; someone he can also turn to with questions or concerns about his care giving.

Many services and resources will improve the quality of life for the elderly. Public Health is here to make sure the elderly in Edina have access to these services. If you have concerns about an older person in the community, or if you have concerns about caring for a senior, call Bloomington Public Health at 952-563-8900.



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- Expertise with city permit approvals
- Special interest in historic properties



# Saving the Environment One Resident At A Time: Brookside Condos Go Green

By Marty Doll

When Herb Telshaw first moved into his Brookside Condominium in 1987, he knew he'd stumbled across a hidden gem. Located at 4360 Brookside Court in Edina, the 60-unit, three-story complex rests on the western bank of Minnehaha Creek along with three other condominiums.

"It's a wonderful area," said Telshaw. "It's been beautifully planted and landscaped with a lot of greenery and flowering trees. It's our own personal escape."

However, even paradise can't always be perfect. In order for the condominiums to maintain their unique appeal, annual maintenance requires a good amount of fertilizer, pesticides and other chemicals to help keep the lush and exotic vegetation in bloom.

This exotic hideaway also attracts more than paradise seeking home hunters. Flocks of geese numbering in the hundreds return each year to the man-made habitat in order to nest and raise their young.

Because the condos reside on the banks of Minnehaha Creek, the elevation of the land is conducive to heavy rain runoff, which carries chemicals and pollutants swiftly to the water with limited opportunities to be absorbed and filtered through the soil.

This, along with inconsistent fluctuations in water levels, had a significant impact on water quality, the shoreline of Minnehaha Creek and fish and wildlife habitat—until the



Photo by Marty Doll

Residents of Brookside's 4360 building have been instrumental in driving the condominium's "green" movement.

members of Brookside decided to take matters into their own hands.

"Environmental issues are at the head of a list of concerns at city, county, state, national and global levels," said Telshaw. "We [at Brookside] are very strong advocates for cleaning up the environment and I think what we're doing will have a significant effect on cleaning up the water in the creek."

In the first phase of their three-phase initiative, the members of the 4360 Brookside Condominium Association raised \$33,000 from their residents and built four rain gardens, removed willow trees that were hampering the growth of the area's natural vegetation and planted a large section of fescue—"no-mow" grass—to help slow down runoff into the creek.

Rain gardens are shallow pools planted with native vegetation that are intended to collect runoff from rain and roof drains. Brookside's gardens will give runoff water the opportunity to soak into the ground before reaching the creek, which will filter out most of the pollutants.

Nina Holiday-Lynch, President of the 4360 Brookside Condominium Association, agrees with her fellow residents' enthusiasm over seeing these environment-friendly solutions take effect.

"When I first moved to Brookside in 2005, I began raising issues on pesticides and spraying," said Holiday-Lynch. "Today, I'm part of Brookside's 'Green Team,' which is independent from the Association and raises its own funds to promote green efforts in and around the area's four condominium complexes."

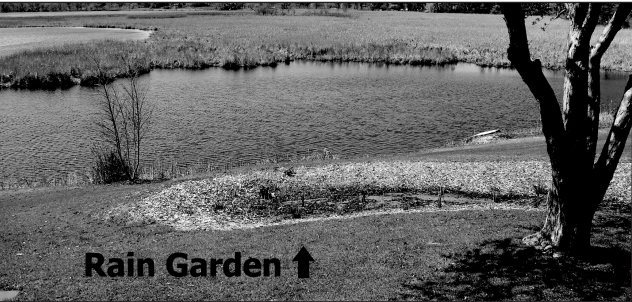
Susan Rosenthal Kraus, an environment-friendly member of the 4370 Building Association, initiated the "Green Team" shortly after moving into her condo in late 2006.

"We need to encourage citizen participation when it comes to green issues," said Kraus. "We're not going to magically solve these problems, but we definitely can decrease the impact with increased awareness and sensitivity."

Brookside's "Green Team," whose mission is to energize homeowners to take action that will "help conserve energy, save dollars and be a part of the citizen movement all over the country to save our planet by starting right here at home," has helped their own cause by installing energy efficient, motion-detecting fluorescent lights; researching recycling options and

helping promote decreased water consumption and use of lawn and garden chemicals. Along with their monthly meetings, the "Green Team" promotes their efforts by providing a "Green Tip-of-the-Month" to residents and placing energy conservation information on condo bulletin boards.

According to Surya Iyer, Chairman of Edina's Energy & Environment Commission, these grassroots efforts are what make the biggest impact. "There's no better spokesperson [for 'going green'] than a group who's actually taken on a project and seen the benefits," said Iyer. "When the community takes the initiative to improve the environment, people start seeing it in action and realize it's not always that difficult or costly."



Brookside residents raised \$33,000 last summer for conservation projects like rain gardens and "no-mow" grass.

Rest assured that Brookside's green initiative will not stop at rain gardens. In fact, the second phase of the three-phase, \$135,000-restoration plan involves planting deep-rooted,

(continued on next page)

native flora along the creek line and up land to help reduce erosion, slow runoff and provide a natural habitat for the countless geese that nest in the area. This phase also includes an aquatic zone featuring coconut fiber logs that will protect the creek's shoreline from waves and erosion. The third phase will involve more planting of native vegetation.

Initially, the second phase of the project was scheduled to take place this year, but a lack of additional funding from conservation agencies has pushed Phase 2 into 2009.

"We are a hostage of funds right now," said Telshaw. "We've made multiple grant requests to the watershed district, DNR and Hennepin County, but did not receive any dollars this year. We did, however, receive encouragement for next year."

While many Edina residents, like the members of the Brookside Condominium Associations, continue to take strides toward a cleaner, more energy efficient planet, it's evident that much more work needs to be done before everyone decides to "go green."

"It's our responsibility to lower our carbon footprint," said Iyer. "It's our responsibility to help improve the environment that we've harmed in the past. Anything a resident does to contribute to the solution is important to all future generations in Edina."

For more information on the City's Energy & Environment Commission, call 952-927-8861 or visit [www.CityofEdina.com](http://www.CityofEdina.com).

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# Edina Employees ‘Bark’ Praises For Nan

By Katelyn Nelson

Braemar Golf Course boasts a qualified staff that runs the courses and keeps the grass green and pristine. But one employee is a step and a paw above the rest.

Nan, a 12-year-old border collie, has been part of the City of Edina staff for many years.

After noticing an abundance of geese on the golf courses, Braemar officials found it necessary to “hire” someone to help them with their problem. Nan, trained to be a sheep herder by her original owners, was disciplined enough to get the job done.

Park & Recreation Director John Keprios learned that “geese will fly away after an encounter with a human, but they will come back. However, dogs scare them away for good, which is why we ‘hired’ Nan.” Nan’s job is to keep those pesky geese off the fairways and greens of the courses, which can be a difficult task. Keprios believes that other golf courses in the area have dogs to chase geese, but Nan’s “personality and energy make Edina very unique compared to other places.”

Nan rides along with groundskeeper Jeff Luger. During Luger’s normal duties on the course, Nan keeps a wary eye out from the back of the maintenance vehicle. After she has completed her tasks on the course, you can usually find Nan strolling around the Clubhouse, greeting golfers, cuddling up to the staff or looking for a treat. Luger says “she really is a calm, sweet dog and that’s why everyone loves her so much—staff and customers.”

Since summers in Minnesota only last so long, Nan has been fortunate to find some great places to hibernate during the cold winter months. Keprios and his family took care of Nan for many winters. However, when Keprios’ son, Nan’s caretaker when Keprios and his wife worked late into the evening, left for college last year,



Twelve-year-old border collie Nan is an important part of Braemar Golf Course’s staff. Nan’s job is to chase geese off of the course.

it was time for Nan to find a new winter vacation spot. Keprios remembers that “it was hard to see Nan go spend her winters somewhere else, but we wanted her to be able to get the amount of attention and love she deserved.”

Nan now lives with Luger during the winter. Luger enjoys her company more than ever. “We had to put our family dog down a few months ago and having Nan around has been great,” he said. Nan usually spends her summer nights at the course, which can be a problem if thunderstorms roll through the Twin Cities. Every dog has its quirks and Nan is terrified of storms. Rumor has it that Nan even had to have a root canal after trying to gnaw her way out of her kennel on one stormy night.

Despite her quirks, Nan’s sweet personality and docile nature make her a favorite among all City employees. Nan makes visits to City Hall where she is greeted with a hug from Assistant City Manager Heather Worthington and a dog treat from Sanitarian Sherry Engelman. She’s even been known to discuss a pay raise with City Manager Gordon Hughes. A bark is not a foreign noise in City Hall, but a familiar one. Nan is the only one to bring everyone out of their offices, smiling and excited to see an old friend. She is a beloved employee.

Braemar Golf Course is located at 6364 John Harris Drive. For more information, visit [www.BraemarGolf.com](http://www.BraemarGolf.com) or call 952-826-6799.



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# Edina Resident Helps Prevent, Cure And Control Arthritis One Step At A Time

By Katelyn Nelson

Many people think of arthritis as an ailment that only affects the elderly, but life-long Edina resident Ted Cadwell has proven that theory wrong. As a long-time arthritis sufferer, Cadwell spends much of his time advocating for the Arthritis Foundation to find a cure for this debilitating disease.



Edina resident Ted Cadwell has championed a team in the Arthritis Walk for several years. In the last three years, Team Cadwell has raised more than \$13,000 for the cause.

Arthritis is an auto-immune disorder in which the inflammation of joints causes intense pain and affects one’s ability to perform everyday tasks. In the United States, 46 million people have one of more than 100 different types of arthritis. Cadwell says that “it is a growing disease resulting in 39 million physician visits and costing over \$128 billion on drugs and care each year.”

Despite a brief remission during high school and college, Cadwell has been plagued with arthritis his entire life.



However, that has not stopped him from pursuing a successful law career at Whitney and Dorsey, where he is a partner in the firm.

Even with a busy career, Cadwell still finds time to support the Arthritis Foundation. A board member since 2002, he believes his “over-arching duty is to promote the mission of the Foundation—which is to prevent, cure and control arthritis.” Cadwell works with other board members to make sure the Foundation is running smoothly. He assists with sponsorship and donation management and assists the Foundation’s staff with events.

Deborah Sales Maysack, President and CEO of the Arthritis Foundation’s North Central Chapter, finds Cadwell to be “an incredible advocate for the Arthritis Foundation. He understands the importance of fundraising to further our mission. He is passionate about helping people with arthritis and is great at rallying his friends and co-workers to join the fight to find a cure.”

Cadwell’s rallying of friends and co-workers revolves around the Arthritis Walk, which is held annually and is the major fundraiser for the Arthritis Foundation. The Arthritis Walk raises funds that directly benefit the search for a cure by contributing to research and development of new medications to treat arthritis. Their goal for the 2008 walk is to have 1,000 participants and raise \$100,000.



Arthritis Foundation’s North Central Chapter’s major fundraiser of the year is the Arthritis Walk, which has been held at Rosland Park for three years. This year’s event will be held Sept. 27.

Team Cadwell has raised more than \$13,000 over the past three years through the Arthritis Walk. Cadwell attributes his team’s success to “supportive family, friends and co-workers who donate their time and money” to help the cause.

Thinking about the walk brings a smile to Cadwell’s face. This year marks the fifth anniversary of the walk and the third year it has been held at Rosland Park in Edina.

Cadwell enjoys the location because of “the picturesque setting and the privacy of the area” as well as being able to see families and friends gather together as “a community that is going through the same things.” The energy and enthusiasm of the walkers and being able to see “how many people are touched by this disease” is Cadwell’s favorite part of this special day.

Being a dedicated resident of Edina, Cadwell hopes other residents will recognize that arthritis has and could be affecting their friends or neighbors and be inspired to get involved. He encourages residents to take advantage of the great location of this year’s walk and help spread the awareness that participating brings to this disease.

This year’s walk will take place on Saturday, Sept. 27, at Rosland Park, 4300 W. 66th St. Registration begins at 9 a.m.; the walk begins at 10 a.m. For more information, contact Danielle Leitner Baxter at 651-644-4108 or visit [www.arthritis.org](http://www.arthritis.org).

**Join us at Rosland Park on Sept. 27!**

Walk to fight arthritis!

Form a team or walk as an individual.

For more information call 651-644-4108 or visit [www.arthritis.org](http://www.arthritis.org), keyword: North Central.



# Business Notes



## Two New Stores Open At Galleria

Crate & Barrel and BCBG recently opened their doors to eager shoppers at the Galleria.

Construction of Crate & Barrel began in February 2007 in space formerly occupied by Gabberts on the north side of the center. The 34,000-square foot store opened in March and offers a wide variety of items. Crate & Barrel’s sought-after furniture collection is featured and the Galleria location is Minnesota’s first to carry these items. In addition to the furniture, their signature kitchen, lifestyle and home accessories are available.

The California-based store of BCBG Max Azria opened in late May, a few storefronts away from the new Crate & Barrel. “We’re excited to welcome the first BCBG Max Azria store to the Twin Cities,” said Galleria General Manager Jill Noack. “The BCBG customers are Galleria

shoppers—modern, stylish and fashion forward.”

BCBG carries dresses, separates, accessories, handbags and footwear at the boutique.

The new store is one of almost 100 company-owned stores in the world.

For more information on the new Galleria stores, visit [www.galleriaedina.com](http://www.galleriaedina.com).

## Karen Holtmeier Receives Award For Weight Management Practice

Karen Holtmeier recently received an award from the American Dietetic Association for her excellence in Weight Management Practice.

Holtmeier, who is a co-founder, owner and director of Medical Weight Management Centers, Inc., was recognized for her outstanding performance and contributions to the advancement of weight management practice.

Chris Beismeier, Immediate Past Chairman of the ADA’s Weight Management Dietetic Practice Group, said Holtmeier “works tirelessly to increase awareness of obesity as a human and public health condition through publications, lectures and media presentations.”

Holtmeier’s clinics are located in Edina, Saint Paul and Woodbury. The Edina clinic is located at 7300 France Ave. S., 55435.

For more information, visit [www.medicalweightcenter.com](http://www.medicalweightcenter.com) or call 952-835-2132.

## Edina Resident Awarded Highest Honor From U Of M Alumni Association

Edina resident Don Brauer was awarded the Alumni Service Award at the University of Minnesota’s fall Alumni Association Volunteer Awards Celebration.

Brauer has spent the past 20 years donating his time and efforts to mentoring students at the Hubert H. Humphrey

Institute of Public Affairs, helping them transition from school into the working world. An alumna of the Humphrey Institute, Brauer has received rave reviews from all those whom he has helped.

Brauer created a successful business in Edina, the Brauer Group, Inc., which focuses on environmental planning. Now retired, Brauer spends his time as an active member of the Rotary Club of Edina and consulting out of his home.

For more information on the University of Minnesota’s Alumni Service Award, visit [www.alumni.umn.edu](http://www.alumni.umn.edu).

## Edina Chamber Welcomes New Members

The Edina Chamber of Commerce has continued its growth throughout the spring.

America on Hold, American Laser Centers, Bakers Square, Christianson & Company, Destiny Homes, EideBailly, Event Makers, Fashion Avenue, Interface Financial Group, Kretch & Gust, Mortgage Source Incorporated, Paradigm Partners, Passport Health, Pinehurst Properties, Princess Soft Toys, Promotion Resource Alliance Inc., Pscope, Inc., Rapacki Company, Raymond James Financial Services, Scoopy Poo, TRIA Orthopedic Center, World Market and Young Chefs Academy are the latest businesses to join the Chamber.

For more information on the Edina Chamber of Commerce, call 952-806-9060 or visit [www.edinachamber.com](http://www.edinachamber.com).

## City Appraiser Earns Special Honor Of American Society Of Appraisers

City Assessor Robert C. Wilson recently achieved Accredited Senior Appraiser status with the American Society of Appraisers.



Robert Wilson

To achieve this status, one must pass written exams and complete two appraisal reports to be reviewed by accredited peers. Wilson joins more than 5,000 other accredited appraisers and is now a member of the only professional society that accredits appraisers of this kind.

Wilson has worked as City Assessor since 2003. Prior to joining the City staff, he was City Assessor for the City of Hopkins for 15 years.

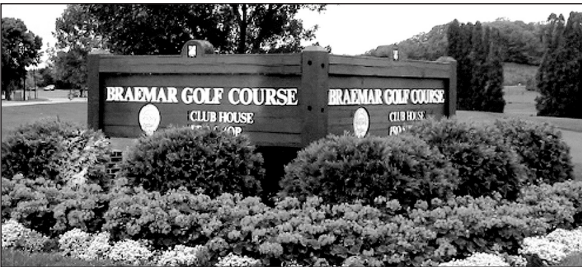
For more information on The American Society of Appraisers, visit [www.appraisers.org](http://www.appraisers.org). For more information on the City of Edina’s Assessing Department, call 952-826-0365 or visit [www.CityofEdina.com/Assessing](http://www.CityofEdina.com/Assessing).

— Compiled by Katelyn Nelson

# Golf In Minnesota Alive And Kicking Despite Recent Talks Of Life Support

By Marty Doll

There’s no need to resuscitate; golf in Minnesota is far from its deathbed. In fact, a recent study by the Minnesota Golf Association (MGA) reports more than just a healthy following—it shows that the sport is having a bigger positive economic impact on the state and community than ever before. It’s a revelation that many people both inside and outside of the golf world have been surprised to hear.



Edina’s Braemar Golf Courses, which include a 27-hole regulation course and two 9-hole executive courses, accommodate around 115,000 rounds of golf each year.

The study, which was prepared by SRI International, a nonprofit research and consulting firm, and commissioned by the MGA on behalf of the golf industry in Minnesota, shows that the State’s direct golf economy equals approximately \$1.2 billion. To put that into perspective, golf is on par with dairy products, \$1.1 billion; printed circuit assembly, \$1.3 billion; and accounting, tax and payroll services, \$1.4 billion; all of which are highly touted, important State industries.

“Despite the recent media hype of the demise of the game, this study shows that the economic impact of golf

in Minnesota has grown immensely [from a \$557 million business in 1997],” said John Valliere, Manager of Edina’s Braemar Golf Course.

According to Valliere, golf has always been important in Edina. Between the Interlachen and Edina country clubs and the three public courses at Braemar, nearly 300 years worth of golf have been played in the community.

“This community has always had a disproportionately high number of golfers,” said Valliere, who also serves as President of the MGA. “Interlachen Country Club is almost 100 years old, the Edina Country Club is 85 years old and Braemar’s been around for 44 years. We see a lot of play and a lot of crossover between the clubs.”

As a golf course manager, President of the MGA and an Explore Minnesota Tourism Council (EMTC) member representing golf, Valliere might tend to project some biased favor toward the game. But it’s hard to argue with the numbers, and he says that golf’s “staying power” has been just as evident in Edina as it has been statewide.

Rounds of golf in Minnesota have been back on the rise as of late, seeing a 1 percent increase between 2006 and 2007. However, despite golf’s large economic upswing and stable following, some individual courses in the state have been feeling the pinch. Even Braemar, which consistently accommodates a solid 65,000 rounds of golf per year, has seen some decline from a high of nearly 85,000 rounds in 1999.

“Golf courses were built at a fever-pitch in the ‘70s and ‘80s at the height of the game’s popularity,” said Valliere. “A golf course was being opened every day for awhile just to ‘keep up’ with the demand.”

The construction of new golf courses in Minnesota has since slowed almost to a complete stop, helping mold the perception that golf has lost most of its popularity. Even though there are numbers to back him, Valliere believes that some of the outlying clubs may have a hard time hanging on.

“As MGA President, I feel for the courses that are being financially squeezed,” said Valliere. “Since golf has such an impact on the State’s economy, it would be to our benefit to keep as many open and operating as possible.”

John Edman, Director of the EMTC, believes the answer lies in promoting the State’s current resources.

“A lot of attention has been directed at the slow-down in newer courses,” said Edman, “but, I think we currently have the product we need; we just need to market it.”

According to Edman, Minnesota contains some of the top-ranked courses in the country, provides much more affordable golf opportunities than golf “destinations” like Florida or Palm Springs and exhibits an unbridled enthusiasm toward outdoor activities like golf as a result of the long winters.

“Golf is part of the mix here in Minnesota. Whether someone’s here for a meeting or to visit family, golf can be tied in,” said Edman. “You don’t need to plan a golf trip to take advantage of our great courses, and we’ve changed some of our marketing over the years to express that. We’ve gone from the general ‘we’ve-got-lakes-and-a-whole-lot-more’ mentality to a more specific, consumer generated message—and our consumers tell us that golf is important.”



A foursome tees off on the first hole at Braemar. Reports show that golf is a \$1.2 billion industry in Minnesota.

Just ask Edina’s Cora Jane Blanchard. Blanchard picked up golf in high school because she had a crush on a boy who loved to golf. That boy later became her husband, and over the years, she’s continued to carry on her own love affair with the game.

“Golf courses are a magnet,” said Blanchard. “Even people who don’t particularly like golf usually enjoy being out on the course, just enjoying nature and the beauty of the outdoors.”

Blanchard has been golfing at Braemar for over 30 years. Her passion for the game has carried her from avid golfer, to the Presidency of the Minnesota Women’s Public Golf Association, all the way to the Chairwoman of the United States Golf Association (USGA) Women’s Committee, where she oversaw all of the USGA women’s events, including the U.S. Women’s Open.

(continued on next page)



“Minnesota is the only state to have hosted all 13 USGA championships,” said Blanchard. “I’m glad I got to be a part of it.”

Valliere, Edman and Blanchard all agree that in order to keep golf successful, they must continue to market the game to younger generations.

“The golf courses that are struggling will need to create incentives to bring people in,” said Blanchard. “Junior courses that are non-discouraging to younger players are a great way to do that.”



A pair works on their long-ball at Braemar’s driving range.

“We have an aging population which equals aging golfers,” said Edman. “We need to encourage more young people and people from

diverse economic and ethnic backgrounds to take up the sport, and show them that it’s a game they can play all of their life.”

“Promoting junior golf for both boys and girls and introducing underprivileged children to the game is a desire of mine for the MGA,” said Valliere. “I want to use the golf course, like right here at Braemar, as a platform for kids in the community. I want families to come out and have fun—play a round of golf together—then come

to the clubhouse for a beverage and to talk and laugh about how much fun they had. I see the golf course as a ‘community fabric’ and I’d like to do my part to make it happen.”

For more information on Edina’s Braemar Golf Courses, call 952-826-6799 or visit [www.BraemarGolf.com](http://www.BraemarGolf.com). For more information on golf and tourism in Minnesota, visit [www.ExploreMinnesota.com](http://www.ExploreMinnesota.com).

**Make Braemar Your New Home Away From Home**

Patron cards are now available for non-resident, Edina business people!

**Cost:** \$90 for the season

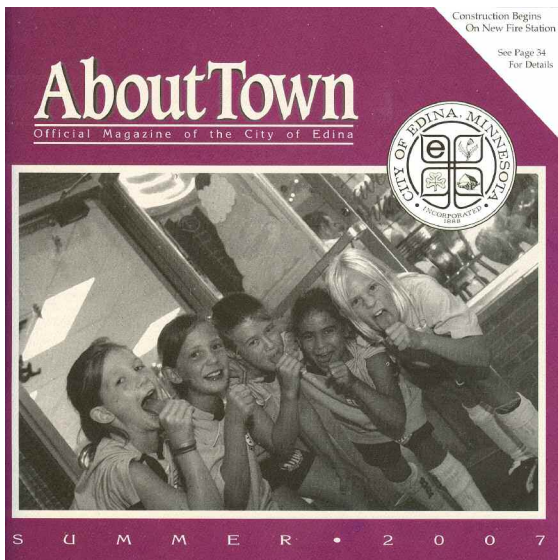
**Discounted green fees:** Save \$8 for 18 holes or \$4 for 9 holes when paying green fees!

**Reservation privileges:** Golfers with regulation course patron cards may make reservations for a Monday through Friday tee time seven days in advance for themselves and up to three guests.

Saturday, Sunday and holiday tee times can be made one week in advance by foursomes comprised of all patron cardholders.

Saturdays until noon are reserved for patron cardholders only.

Patron cards must be purchased at the Braemar Pro Shop. Non-residents must show verification of employment within the community.



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# Photo Gallery

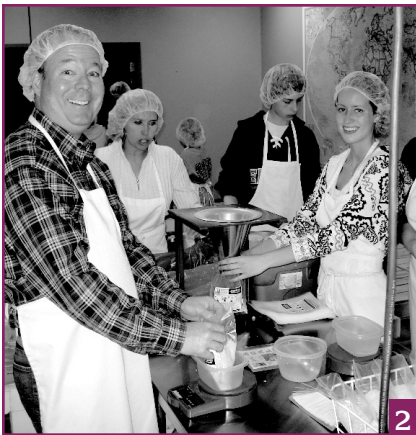
- 1) The 10th-annual KS95 for Kids Radiothon was held earlier this year at Southdale Center and raised an amazing \$841,563, increasing its grand fundraising total to more than \$10.3 million for Children's Cancer Research Fund and Gillette Children's Specialty Healthcare.
- 2) **Mike Hagen** packs meals for Feed My Starving Children. Hagen was one of 18 Rotarians who packed 3,456 meals in May. The meals are a unique food mixture which was designed specifically for severely malnourished children by scientists at General Mills. The meals consist of rice, soy, vegetables and 20 vitamins and minerals with a vegetarian chicken flavoring. The meals are distributed to starving children in more than 45 countries, including Haiti and Tanzania.
- 3) A chef representing Fairview Southdale Hospital serves up food at the 2008 Taste of Edina. This year's event was held at Centennial Lakes Park and proved to be a huge success, with nearly 450 people showing up to sample great food from 16 local restaurants and wine and beer from Edina Liquor.
- 4) New Belgium "Beer Ranger" **Jack Carroll** explains the brewery's different products to a 2008 Taste of Edina attendee.
- 5) Nash Finch hosted Olympic Medalist **Natalie Darwitz** and more than 40 elementary school students at its Edina headquarters in May. After meeting Darwitz, the children competed in a series of challenges designed to teach them about healthy eating, fitness and teamwork. One of the challenges was "nutritional twister."

## Send Us Your Photos!

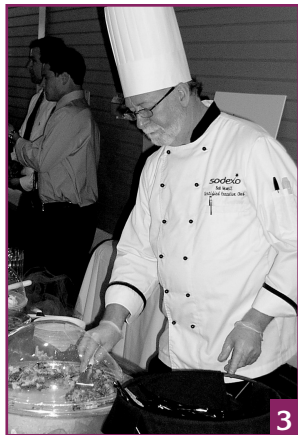
Photos clearly marked with names and related businesses should be sent to the City at: 4801 W. 50th St., Edina, MN 55424



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Photo by Marty Doll



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